



Ipsos is a global leader in survey-based market research activities, present in 90 markets and employing more than 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide understanding and powerful insight into the actions, opinions and motivations of citizens, consumers, patients, customers or employees.

In Switzerland Ipsos is the largest market research company; we are a team of 117, from more than 20 countries and based in Geneva, Basel and Root.

To continue the expansion of our Ipsos UU (qualitative) business in Geneva, we are looking for an

Associate Director – Qualitative

The Associate Director will have the following main responsibilities:

- Attend briefing sessions. Based on business objectives and under supervision of Qualitative Head, lead proposal development including most appropriate research design leveraging new innovative techniques
- Once project sold, supervise project field coordinator in the logistic organization of the study
- Prepare discussion guides and brief local moderators across different countries.
- Attend local field (virtually), managing client expectations and supporting local team in delivering perfect execution
- Prepare report template for local countries & check final local reports
- Under supervision of Qualitative head, develop multi-country reports including final business recommendations/insights
- Lead presentation of the findings and insights with Qualitative Head support when requested.

Desired qualifications, skills and experiences:

- MA degree, with “ology” education or experience a plus (e.g. Psychology, Anthropology, etc)
- >8-10 years relevant professional experience in qualitative research – interest and exposure to innovative qualitative techniques including all digital approaches (e.g. community work, mobile immersions, virtual workshop, etc)
- Solid exposure in FMCG
- International exposure is mandatory: Strong expertise in leading multi-country projects
- With minimal support from Director, ability to design, run and deliver independently multi country projects.
- International minded, team spirit and multicultural oriented
- Once Covid will be over might require travel



- Internal networker - Ability to navigate and build partnership in a large organization
- Strong interpersonal communication and presentation skills
- Solid at multi-tasking and at managing several projects in parallel
- Ability to talk business with clients
- Assertive and proactive but diplomatic
- Smart, enthusiastic and keen to develop
- High attention to details and outstanding organization skills
- Fluent reading/writing/speaking English is mandatory, German a plus.

If you recognise yourself in this description, then please send your application by email to: Recruitment_Switzerland@ipsos.com.

Our career page and our vacancies in Switzerland can be found at: [Professional vacancies | Ipsos](#).